

Recent publicity for Kontanten in Swedish national media

Kontanten is successfully building its business concept with independent ATM's and now has more ATM's than both SEB and Handelsbanken, Kontanten's Marketing Director Patrik Severgårdh tells *Dagens Industri* in an article published on May 21. According to market research made by Kontanten via Retail Banking Research, the Swedes want to continue to use cash when shopping, and 80 % of them go straight from the ATM to the store and there use on average 60 % of the withdrawn amount to pay for their purchases.

The article also highlights the importance of the exclusive advertising agreement that the company has with all retail chains where the ATM's are placed, giving the retailers the opportunity to advertise their campaigns in customized ways depending for example on what type of card the cardholder has. Kontanten's ATM's can today be found for example in 7-Eleven, Pressbyrån, Hemköp, Willys, Statoil and Citygross retail chains.

Swedish television news program *Rapport* reports that Kontanten via a survey has found out that 10% of its customers have been victims of card frauds, on the internet or elsewhere. Kontanten's CEO Gunnar Jacobsson concludes that this further strengthens the need for cash and thus creates value for Kontanten as an independent ATM deployer in a time where the banks want to decrease their number of ATM's and the usage of cash in general.